

ABSTRACT OF THE DISCLOSURE

The present invention comprises an apparatus, system and method for delivering rich-media advertising for the Internet including viewer tracking, online sales interface and integration with the advertiser/retailer. The rich-media advertising of the invention includes full stereo audio, video and animation capabilities. The viewer tracking of the invention includes demographics of the viewer, geographic location, timing and viewer habits. The online sales interface of the invention includes options to buy online, options to leave the host website, options to print promotional offers, mapping tools and options to view other advertiser's promotional offers with search capability.

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